

## Attention Insurance Representatives Who Offer Small Group Health Insurance Plans!!

Here's an opportunity to expand your customer base and help Idaho's low-income, uninsured adults. The **Access to Health Insurance** program will offer premium assistance to qualified, uninsured employees of participating small businesses, their spouses and their minor children.

The Department of Health and Welfare is preparing to implement this program beginning July 2005. It will provide health insurance premium assistance of up to \$100 per person per month to 1,000 uninsured adults and their minor children. "Premium assistance will be a great bonus for employees, but employers will benefit as well," says Patti Campbell, Project Manager for Access to Health Insurance. "Employers will be able to offer a better benefit package when hiring, improve retention rates, as well as decrease absenteeism. This is a program where everyone wins."

Beginning March 15<sup>th</sup> informational meetings will be held across the state to explain this pilot program to interested insurance representatives as well as small business owners. The informational meetings will:

- Explain how this new program will work
- Discuss the role the insurance representative will play in this process
- Review what an employer must do to participate
- Provide details on how an individual may qualify for premium assistance

Here's who should attend:

- Insurance representatives who offer small group health insurance policies
- Owners of small businesses who currently do not offer health insurance

Insurance representatives must offer small group health insurance, assist interested owners of small businesses in enrolling in a plan, and be willing to work closely with the Department of Health and Welfare to implement this program. "The Access to Health Insurance Program Advisory Board has done a good job of making sure this program will flow smoothly with the normal agent selling process," says Mark Semons, advisory board member and president of Semons Financial Group. "This program opens a new potential market for the agent community."

The employer must operate a small business, currently **not** offer health insurance, and be willing to work with an approved insurance representative to enroll in a small group health insurance plan. To qualify for premium assistance an employee must meet income guidelines (i.e., income for a three-person household of approximately \$2,400 a month or less).

The informational meetings will be held in: Weiser, Boise, Idaho Falls, Caldwell, Pocatello, Lewiston, Grangeville, Coeur d'Alene, Sandpoint, Post Falls, Hailey, Burley, Twin Falls and Challis. **To register:**

- Call: **1-866-234-9488** toll free or
- Email: [kinghort@idhw.state.id.us](mailto:kinghort@idhw.state.id.us) with the number of people, and the date and location you would like to attend

For more details visit us at: [\*\*www.AccessToHealthInsurance.idaho.gov\*\*](http://www.AccessToHealthInsurance.idaho.gov)